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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2589

December 18, 1992

C-Area

CITRUS VOLUME CONTROLS LIFTED -- USDA's Agricultural Marketing Service announced that for the remainder of the season, USDA will no longer approve weekly volume controls that limit the sale in the U.S. and Canada of fresh navel oranges and lemons grown in California and Arizona. USDA expects that this action will directly benefit consumers, producers and workers. Consumers will have access to more fresh fruit at reduced prices, while the increased quantity of fruit expected to be sold on the fresh market will increase producer revenue and provide more job opportunities for pickers and packers. Contact: Roger Runningen (202) 720-4623.

NATIONAL FOREST PAYMENTS TO STATES -- USDA's Forest Service announced that forty-one states and Puerto Rico will receive about \$324 million in national forest receipts for fiscal 1992. On September 28, USDA made interim payments based on estimated revenues and a final payment of \$88 million, based on actual receipts collected during the year, was to be made this week. By law, 25 percent of the revenue collected by the Forest Service from the use of national forest system lands and resources is returned to the states where the lands are located. Forest Service Chief F. Dale Robertson said funds are primarily collected from timber sales, grazing, recreation and minerals extraction on 191 million acres of national forest lands. The states are required to use the funds for schools and roads. The three states receiving the largest forest receipt payments are Oregon, California and Washington. Contact: Ann Matejko (202) 205-0929.

HONEY PRODUCTION FORECAST DOWN -- Honey production is expected to decrease in Canada, Mexico, Brazil, Argentina, China and Australia due to unfavorable weather conditions. Germany is the only country expected to register an increase in production, due to favorable weather conditions. Exports are also expected to be reduced because of lower production. However, sharp export decreases in Argentina and Mexico are expected to be offset by increases in Germany. Contact: Samuel Rosa (202) 720-9792.

COW SENSORS ALERT FARMERS OF SICKNESS -- Researchers with USDA's Agricultural Research Service have developed and tested a tiny sensor that takes temperature readings from a cow. The sensor is placed surgically in an animal's body cavity or udder without harming the cow. An animal's temperature will be transmitted every 15 minutes to a computer operating on the dairy farm. Researchers note that changes in a cow's temperature pattern can signal the onset of diseases. Originally, the computer-based system was designed to detect mastitis, an infection in the cow's udder which costs U.S. dairy farmers \$2 billion annually for treatment and lost milk production. Benefits to farmers include an early signal of sick cows which could reduce the farmer's cost of treatment and increase the cure rate. Contact: Vince Mazzola (301) 504-8712.

DAIRY PRODUCTION INCREASES -- Production rose significantly from last quarter for dairy products including butter, American type cheese, creamed cottage cheese, canned evaporated and condensed milk and total cheese output. Contact: Daniel Buckner (202) 720-4448.

IMPORTED WEEVIL HELPS RID TEXAS OF WEED -- Musk thistle has become a nuisance to Texas ranchers. Thistle plants can grow to seven feet tall, taking over large sections of pasture, and their spiny leaves and flowerheads keep wary cattle from grazing anywhere nearby. The troublesome weed also crowds out grasses and competes for water along streambanks. USDA Agricultural Research Service scientists have been working to rid central Texas of this problem. The Flowerhead weevil has been offered as a simple solution to the thistle problem. The weevils pose no threat on their own and focus their energy only on thistle weeds. Since weevil testing began on the thistle weed in 1987, fifty to ninety percent of all musk thistle flowerheads were damaged, causing seeds not to germinate. Contact: Sandy Miller Hayes (301) 504-9089.

PESTICIDE RESISTANT INSECTS STUDIED -- Researchers with USDA are studying the biological pesticide *Bacillus thuringiensis* (Bt) and the increasing resistance that insects have against the pesticide. At least eight insect species have been identified as capable of becoming resistant to Bt, and this resistance is becoming a serious concern to researchers and farmers. Strategies to combat resistance include rotation of Bt toxins, mixtures or sequences of toxins and varying the toxin dose. Further research is being conducted to test the effectiveness of these new strategies. Contact: Marcie Gerriets (309) 685-4011.

RADIO POSTCARD -- A postcard will be included with USDA radio's weekly cassette of January 5, 1993. We ask that broadcasters receiving the cassette service look for the postage-paid postcard included in the weekly cassette envelope, fill it out and return it to us. Your prompt response will help us update our mailing list of broadcasters who want to continue receiving the weekly cassette service. Broadcasters not responding to the postcard will no longer receive the cassette service.

TV FEATURES FOR THE HOLIDAYS -- USDA TV will include plenty of features in the satellite feeds over the next two weeks. These should be helpful during the slow holiday period. Remember, scripts are available through AgNewsFAX. Happy Holidays!

To access information through USDA's AgNewsFAX, use the telephone connected to your FAX machine to call (202) 690-3944. At the voice prompts press 1, press 4, to receive:

Farm Broadcasters Letter	press 9200
Radio Newsline information	press 9250
TV contents billboard	press 9260
TV scripts	press 9270

*Editor: Carol Childers
R-TV Fax: (202) 690-2165
Ag NewsFAX (202) 690-3944*

FROM OUR RADIO SERVICE

AGRICULTURE USA #1854 -- Gary Crawford tells what some experts in the farm and food sectors are predicting for the future of both producers and consumers. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1336 -- Medicare and medigap insurance coverage; dieting after the holidays; green gold: from the maya to the moon; plant exploration; and earning respect. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1845 -- USDA news highlights; farm income 1993; farm stored grain; sugar consumption growing; and helping russian farmers. (Weekly reel of news features.)

NEWS FEATURE FIVE #1551 -- Energizing the elderly; bulking up; the viscous cycle; exercise & diabetes; and longterm bone study. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tuesday, December 29, crop/weather update; Thursday, December 31, ag prices, world tobacco situation; Monday, January 4, cotton and wool, horticultural products; Tuesday, January 5, dairy products, crop/weather update. These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.

Material changed at 5 p.m., ET, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- DeBoria Janifer reports on USDA's Yearbook of Agriculture; Lynn Wyvill reports on holiday buffet food safety; Pat O'Leary reports on USDA's 1993 food price outlook; and Dave Luciani of Michigan State University on recycling your Christmas tree.

ACTUALITIES -- Agriculture Department meteorologist Bob Stefanski with a crop and weather update; USDA economist Verner Grise has the tobacco outlook; USDA economist Terry Crawford with the meat outlook; and USDA analysts Brad Anderson and Pete Riley on feedgrains.

UPCOMING FEATURES -- Pat O'Leary reports on USDA's "Neighbor to Neighbor" program; Lynn Wyvill reports on improving cooking oils; DeBoria Janifer reports on carbonated milk; and Will Pemble reports on plumcots.

EVERY OTHER WEEK -- Agriculture Update with anchors Eric Parsons and Lori Spiczka. Five minutes of USDA farm program information in news desk format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., ET, Saturdays from 10 - 10:30 a.m., ET, and Mondays from 8 - 8:30 a.m., ET.

OFFMIKE

WE'RE CELEBRATING...frozen ground, says **Karl Guenther** (WKZO, Kalamazoo, MI). Karl says the firm ground is allowing combines to begin harvesting the corn. Over half the crop remains in the field. Karl says fruit and vegetable growers had reduced yields this year due to cool temperatures. Some grape producers suffered losses when the frost arrived before the late developing crop had matured.

FOLLOW-UP...with **Bart Bartholomew** (KLNT, Clinton, IA). A few weeks ago Bart told us that soggy fields were preventing completion of the corn harvest in his area. Since then there have been snow storms and cold temperatures to firm things up. Bart says if conditions hold the crop should be in by Christmas.

FARM PROGRAMMING...has returned to WEIC, Charleston, IL. **John Robinson** is on the air again broadcasting agricultural news. KERI, Bakersfield, CA has closed its farm department.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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MILO HARVEST...is two months behind schedule, says **John Morris** (KSAL, Salina, KS). Strong winds and snow damaged some acres, but the main problem preventing harvest is soggy fields. Most of what has been cut is promptly being used for feed. John says the 90-day outlook is for colder and wetter weather than normal, good conditions for the winter wheat.

HEADS-UP...to a postcard that will be included in our weekly cassette mailing dated January 5, 1993. We ask that you look for the postcard in the cassette envelope, fill it out, and drop it in the mail to us. Your response will help us update our cassette mailing list.

HAPPY HOLIDAYS! FELIZ NAVIDAD (Spanish). FROEHLICHES WEIHNACTEN (German). KURISUMASU OMEDETOU (Japanese). HOROSHI ROJDECTVO (Russian). MELE KALIKIMAKA (Hawaiian). STASLIVE VIANOCE (Slovak). BUON NATALE (Italian). KALI KRISTOYENA (Greek). It's pronounced differently, but its meaning is the same around the world.

VIC POWELL
Chief, Radio & TV Division